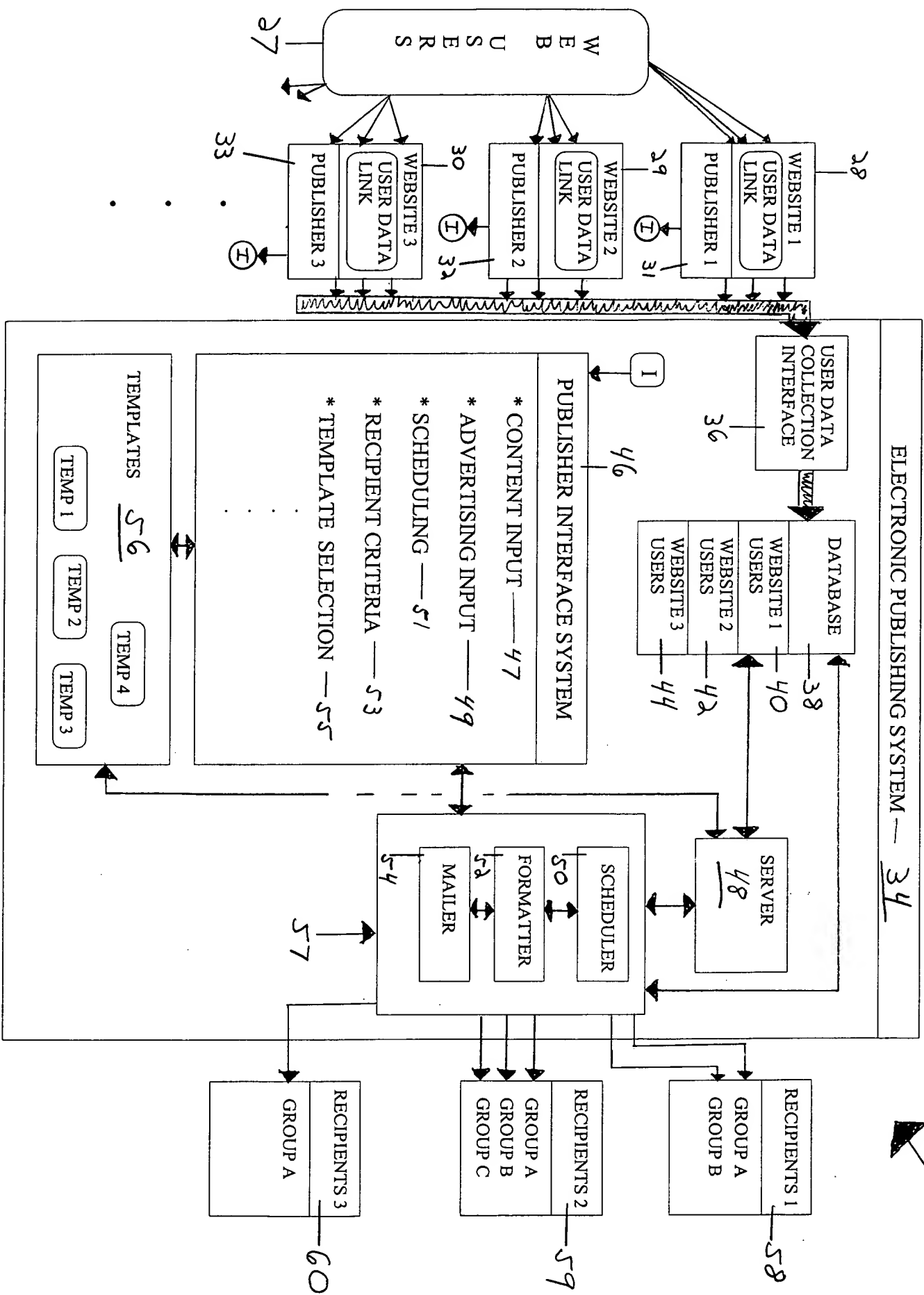


26



```

graph TD
    50[SCHEDULER]
    38((DATABASE))
    52[FORMATTED]
    48[SERVER]
    54[MAILER]
    56[TEMPLATES]
    62[Envelope]

    38 --> 50
    38 --> 52
    38 --> 48
    48 --> 52
    48 --> 54
    52 --> 54
    56 <--> 48
    54 --> 62

```

**SCHEDULER**

- MECHANISM FOR COMPARING DESIGNATED RECIPIENT CRITERIA TO USER DATA IN DATABASE
- MECHANISM FOR GROUPING ADVERTISEMENTS WITH CONTENT

**50**

**38**

**DATABASE**

**52**

**FORMATTED**

- MECHANISM FOR GENERATING A MESSAGE BASED ON MESSAGE SPECIFICATION AND INFORMATION
- MECHANISM FOR ACCESSING SERVER TO OBTAIN SCRIPTING LANGUAGE

**48**

**SERVER**

- SCRIPTING LANGUAGE
- MECHANISM FOR ACCESSING DATABASE
- MECHANISM FOR ACCESSING TEMPLATES

**54**

**MAILER**

- MECHANISM FOR SENDING MESSAGE BASED ON MESSAGE SPECIFICATION

**56**

**TEMPLATES**

**62**

Fig. 3

DELETED PAGE

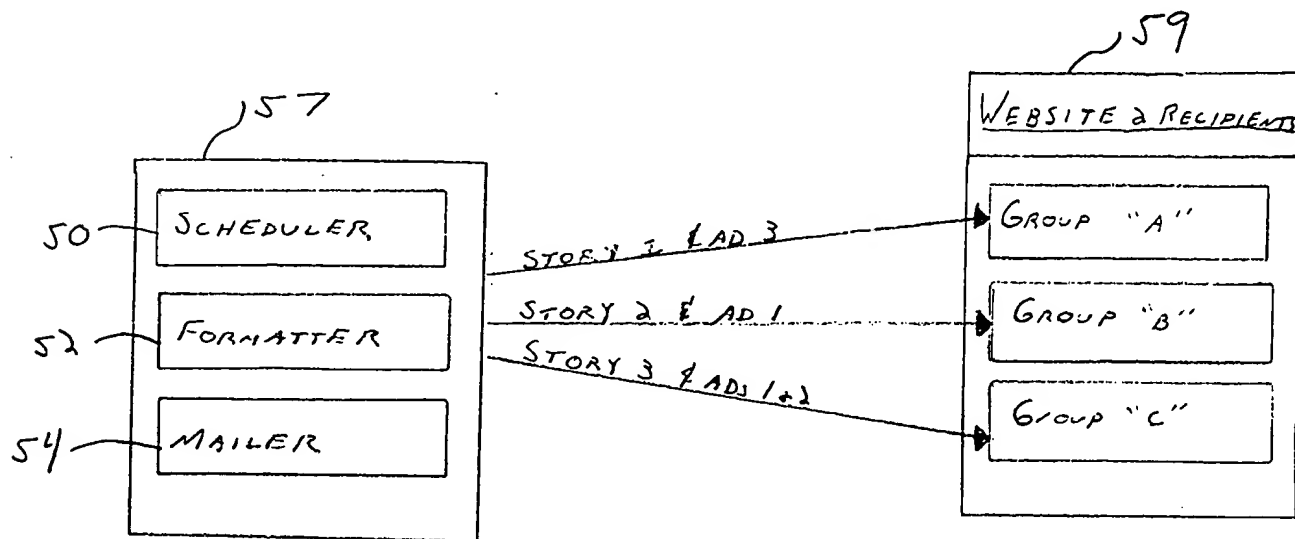


FIG. 4

**informz****System  
Administration****Help!****Informz.com****Admin****Reports****Mailings****Ads****Brand Information**Brand Settings Customize Your brand information!News Types Set up the types of information you wish to send to your subscribers.Demographics Set up the types of Demographics for your users.Target Groups Set up subscriber target groups.Personalization Set up the items to allow personalized mailings to be create for each user.Colors Add/modify/delete colors to/from the system.Fonts Add/modify/delete fonts to/from the system.**Users**Authorized Users Add, Modify, or Remove Authorized Users.**Subscription Settings**Description Description of mailing services for this brand that the subscriber will be able to read.Privacy Statement Description of privacy for this brand that the subscriber will be able to read.What You Get Description of what the subscriber gets for this brand that the subscriber will be able to read.Examples Examples of mailings for the subscriber to view.

FIG. 5

DOCTED-THESE

**informz** System Administration

116

Help! Informz.com

Admin

Reports

Mailings

Ads

### News Types

Community Events	<input checked="" type="checkbox"/>	113
General Information	<input checked="" type="checkbox"/>	121
Health Watch	<input checked="" type="checkbox"/>	
Live @ Issue	<input checked="" type="checkbox"/>	
News	<input checked="" type="checkbox"/>	
On TV	<input checked="" type="checkbox"/>	
Sports	<input checked="" type="checkbox"/>	
StormCenter Alerts	<input checked="" type="checkbox"/>	
Welcome	<input checked="" type="checkbox"/>	
<input type="button" value="Add"/>		117

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FIG. 6

**informz** System Administration

Help! Informz.com

Admin  
Reports  
Mailings  
Ads

**Edit News Type**

Name: Community Events 118

Link: <http://www.nbc10.com/tvsd/community/index> 120

Rank: 1 124

Description:

Display: ☒ 126

Priority: 1 130

Update

119

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FIG. 7

**informz****System  
Administration**

132

**Help!****Informz.com****Admin****Reports****Mailings****Ads****Demographics Category**

133

Name	Required	Sorting Sequence	Modify	Delete	Demographics
Age	No	1			
Gender	No	2			
Have you heard of NBC 10 InstaSports?	No	3			
Which newscast do you watch the most?	Yes	4			

135

**Add**

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134

FIG. 8



**informz** System Administration

Help! Informz.com

Admin  
Reports  
Mailings  
Ads

### Demographic Category

Name

Age ~ 138

Description

Required ☐ ~ 142

Sequence ☐ 1 ~ 144

Update ~ 146

136

140







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FIG. 9

148

**informz****System Administration****Help!****Informz.com****Admin****Reports****Mailings****Ads****Personal Information**

149

Name	Required	Sorting Sequence	Modify	Delete
First Name	Yes	1		
Last Name	Yes	2		
Zip Code	Yes	3		

151

**Add**

150

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FIG. 10

**informz** System Administration

152

Help! Informz.com

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Reports  
Mailings  
Ads

### Personal Info Details

Name

First Name ~ 154

Description

156

Required: ~ 158

Sequence: 1 ~ 160

Update ~ 162

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FIG. 11

164

**informz** **System Administration**

**Help!** **Informz.com**

**Admin**  
**Reports**  
**Mailings**  
**Ads**

Active Targets		
Name	Modify	Delete
HWD		

**Add**

165  
163  
166

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FIG. 12

**informz****System  
Administration**

168

**Help!****Informz.com****Admin****Reports****Mailings****Ads****Modify Target Group Configuration**

Name: HWD ~ 170

Operator: ☐ ☐ ☒  
172 Not And Or**Add/Remove Values**Show Values: ☐ News  
176 ☐ Demographic  
☐ Compound  
☒ All

Value: NEWS : News 174

**Add** ~ 178

Demographic

Gender : Female

[delete]

Demographic

Age : 26 - 35

[delete]

**Update****Cancel**©1999 Visionary Software Solutions, Inc.  
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180

FIG. 13

**informz****System Administration**

200

Help!

Informz.com


























Admin

Reports

Mailings

Ads

**Mailings**

Name	Type	Format	Content	Modify	Ads	Test	Public
Testing LocalUpdate	Send Once	WCAU-Newspaper					
HWD	On Hold	WCAU-Newspaper					
Welcome	When Subscribe	WCAU-Newspaper					
News Update...	Send Once	WCAU-Newspaper					
StormCenter Alerts	On Hold	WCAU-Newspaper					

Add Mailing

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218

FIG. 14

**informz****System****System****Administration**

↖ 220

**Help!****Informz.com****Admin****Reports****Mailings****Ads****Mailing Details**Name:  ~ 222

Schedule ~ 224

☐ Send At: Date:    Time:   
☐ Daily  
☐ or ☐ M ☐ Tu ☐ W ☐ Th ☐ F ☐ Sa ☐ Su Time:     
☐ Weekly

☐ After someone subscribes  minutes

☐ Hold - do not schedule

Images ~ 226

☐ Attach

Template

Format:  ☐ Start    Date:    Table of Contents ☒

Subject ~ 220

Email: Pager:  ~ 222

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FIG. 15

**informz****System  
Administration****Help!****informz.com****Admin****Reports****Mailings****Ads****News Details**

Mailing

HWD

Title

Summary

Type

HWD

Rank — 242

1 (1=highest, 5=lowest)

Image File — 244

Directory:

**Upload**

- or -

URL:

**Process**

Height:

pixels

Width:

pixels

Placement: Left

Pager — 246

Send Pager? Yes

Pager Version:

\* If you leave the Pager Version blank, the News Title will be used.

News Link — 248

Directory:

**Upload**

- or -

URL:

\*This is the webpage or document that the user will be sent to upon clicking the title or image.

**Update**

FIG. 16

250

DOCTED - T-TH-ES-0



**informz** System Administration

Help! Informz.com

Admin  
Reports  
Mailings  
Ads

### Advertisement Details

Name: \_\_\_\_\_ - 254

Text: \_\_\_\_\_

Link: \_\_\_\_\_ - 258

Graphics - 260

Image: \_\_\_\_\_

- or -

HTML: \_\_\_\_\_

Pager: \_\_\_\_\_

252

256

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FIG. 17

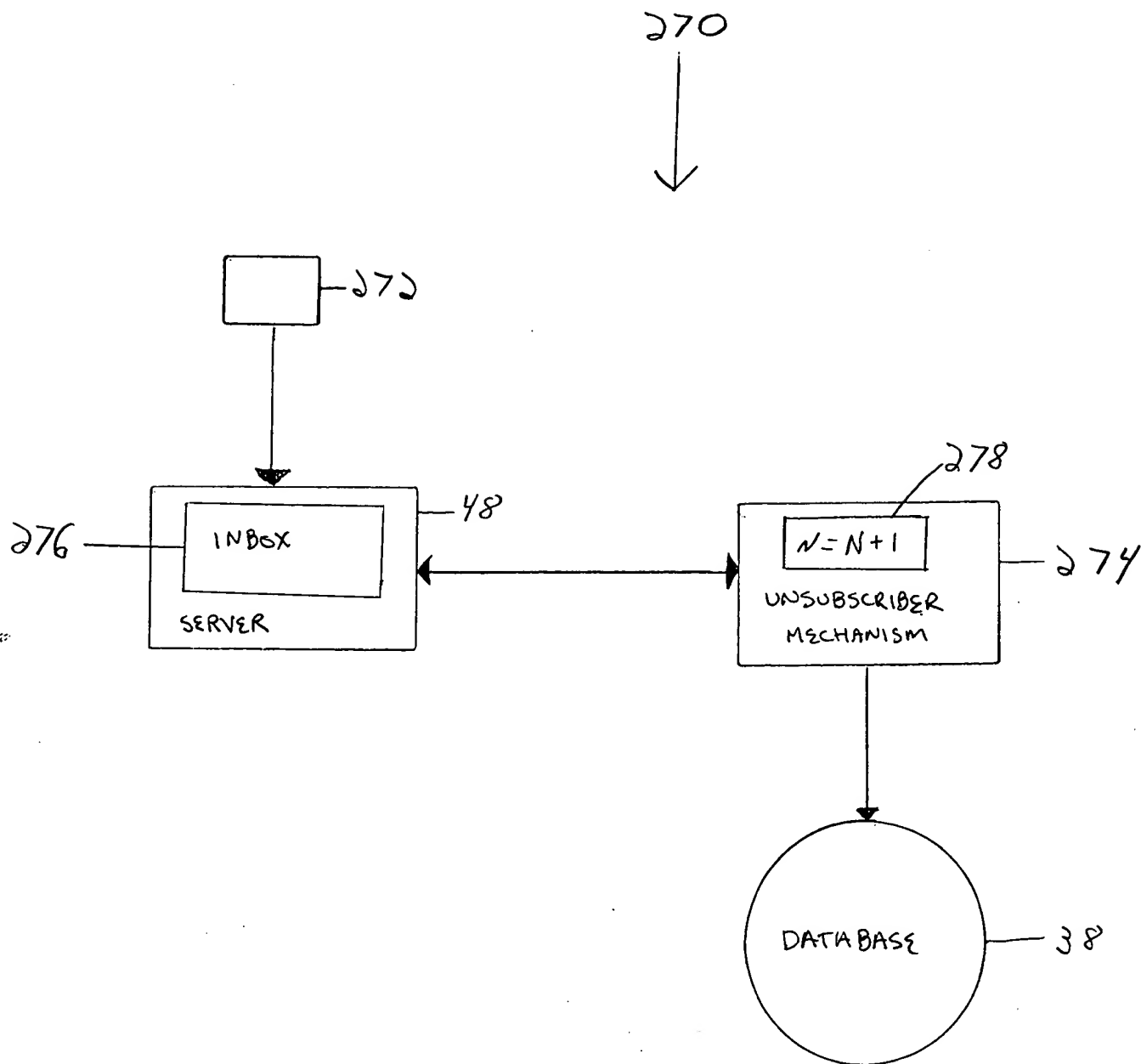


FIG. 18

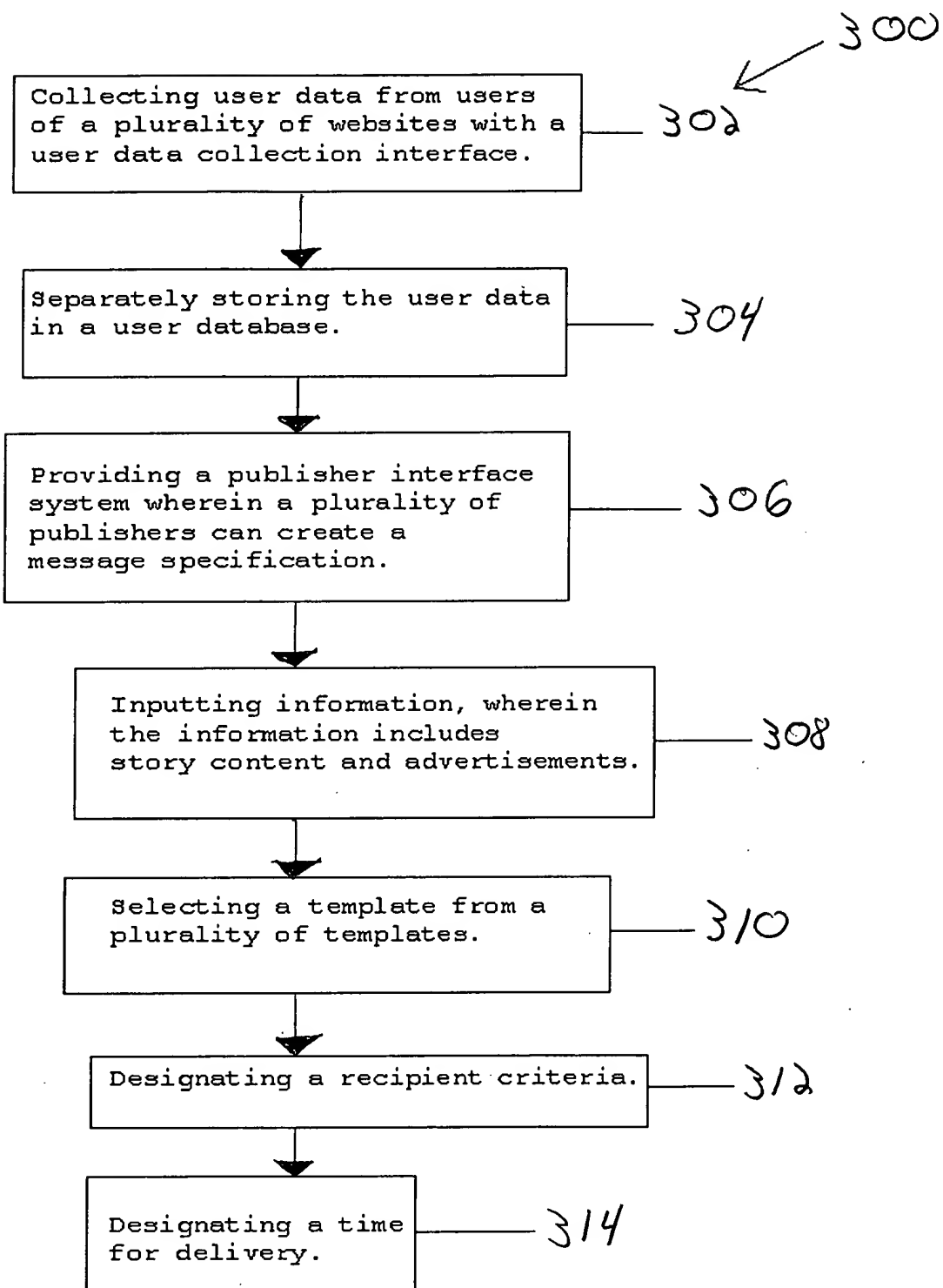


FIG. 19

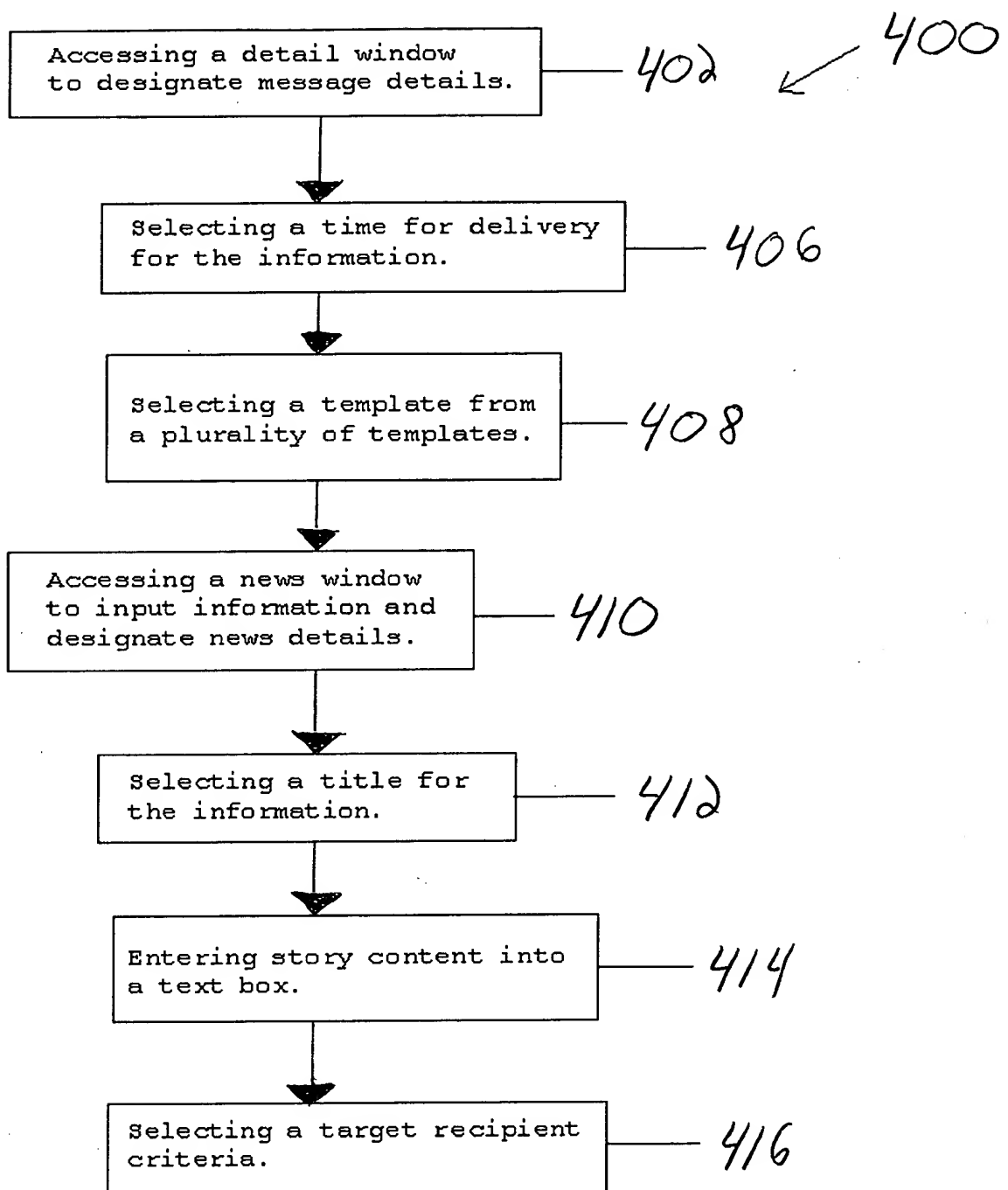
[illegible]

FIG. 20